FOX 29

WFLX

# ORDER



Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 838674 /

FL Dem Party (Sachs, Bruno, Smith

Alt Order # 06387681

Original Date / Revision

10/19/12 10/19/12

Agency Com 15%

Billing Contact

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser **FL Democratic Party**

**919 Catherine Street**
**Philadelphia, PA 19147**

Demographic A35+

Agency **Dudley Media**

Buying Contact

Rev Codes Agency Political Pol-Candid

Sales Office H-DC

Product Codes PL610

Sales Region National

Priority P 2

Agency Ref

Advertiser Ref

**919 Catherine Street**
**Philadelphia, PA 19147**

Primary Account Executive
Will Hilderbrandt

| Account Executive | Order% | Start Date | End Date |
|---|---|---|---|
| Will Hilderbrandt | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|---|---|---|
| DFLX | % | |
| WFGC | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPTV | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

**Order Totals**

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---|---|---|---|---|
| October 2012 | 18 | $3,799.50 | $4,470.00 | 0.00 |
| November 2012 | 4 | $726.75 | $855.00 | 0.00 |
| Totals | 22 | $4,526.25 | $5,325.00 | 0.00 |

**Billing Plan**

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---|---|---|---|---|
| 10/01/12 | 10/28/12 | 18 | $3,799.50 | $4,470.00 |
| 10/29/12 | 10/29/12 | 4 | $726.75 | $855.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 1 | WFLX | 10/23/12 | 10/26/12 | MORNING NEWS 8A<br>FOX 29 MORNING NEWS | Comm | 8-9A | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| E 2 | WFLX | 10/29/12 | 10/29/12 | MORNING NEWS 8A<br>FOX 29 MORNING NEWS | Comm | 8-9A | 1------ | :30 | 1 | $100.00 | P 2 | 0.00 | NM | 1 | $100.00 |
| E 3 | WFLX | 10/23/12 | 10/26/12 | MAURY 9A<br>MAURY POVICH | Comm | 9-10A | -TWTF-- | :30 | 4 | $130.00 | P 2 | 0.00 | NM | 4 | $520.00 |

Line E 1:

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/22/12 | 10/28/12 | -TWTF-- | 4 | $100.00 | 0.00 |

Line E 2:

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/29/12 | 11/04/12 | 1------ | 1 | $100.00 | 0.00 |

FOX 29

**WFLX**

Contract / Revision **838674** Flight Dates **10/23/12-10/29/12** Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FL Dem Party (Sachs, Brun** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 3 | WFLX | 10/23/12 | 10/26/12 | MAURY 9A<br>MAURY POVICH | Comm | 9-10A | -TWTF-- | :30 | 4 | $130.00 | P 2 | 0.00 | NM | 4 | $520.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF-- | 4 | $130.00 | 0.00 | | | | | | | | | |
| E 4 | WFLX | 10/29/12 | 10/29/12 | MAURY 9A<br>MAURY POVICH | Comm | 9-10A | 1------ | :30 | 1 | $130.00 | P 2 | 0.00 | NM | 1 | $130.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | 1------ | 1 | $130.00 | 0.00 | | | | | | | | | |
| E 5 | WFLX | 10/23/12 | 10/26/12 | FOX 29 NEWS FIRST A<br>FOX 29 NEWS FIRST AT | Comm | 4-430P | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF-- | 4 | $100.00 | 0.00 | | | | | | | | | |
| E 6 | WFLX | 10/29/12 | 10/29/12 | FOX 29 NEWS FIRST A<br>FOX 29 NEWS FIRST AT | Comm | 4-430P | 1------ | :30 | 1 | $100.00 | P 2 | 0.00 | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | 1------ | 1 | $100.00 | 0.00 | | | | | | | | | |
| E 7 | WFLX | 10/23/12 | 10/28/12 | Late News M-Sun<br>TEN O'CLOCK NEWS | Comm | 10-11P | -TWTFSS | :30 | 6 | $525.00 | P 2 | 0.00 | NM | 6 | $3,150.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTFSS | 6 | $525.00 | 0.00 | | | | | | | | | |
| E 8 | WFLX | 10/29/12 | 10/29/12 | Late News M-Sun<br>TEN O'CLOCK NEWS | Comm | 10-11P | 1------ | :30 | 1 | $525.00 | P 2 | 0.00 | NM | 1 | $525.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | 1------ | 1 | $525.00 | 0.00 | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 22 | $5,325.00 |

NAB FORM PB 14 JULY- 1992- (Item # 4046)

**NAB** BROADCASTERS

# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WFLX-TV West Palm Beach, FL Date 10-22-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of

FL. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of time | Times per Week | No. of Weeks | Rate |
|---|---|---|---|---|---|---|
| | | - See Attached - | | | | |

| Date of First Broadcast | Date of Last Broadcast |
|---|---|
| 10-23-12 | 10-29-12 |

Total Charges: $4526.25 net

WFLX#838674

The broadcast time will be used by Florida Democratic Party - Sachs/Braun/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Braun/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least ________ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted*). The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office*).

Date 10-22-12 [signature]

(Candidate or Agent) Bob Dudley

☑ Accepted ☐ Rejected By [signature] Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.




# PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Florida Democratic Party: Sachs, Bruno, Smith |
| **CHAIRPERSON:** | |
| **TREASURER:** | Alma Gonzlez |
| **ADDRESS:** | 214 Bronough St Tallahassee, FL 32301 |
| **PHONE #:** | 850 222 3411 |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Sachs, Bruno, Smith |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |

HRP FORM #0141



# PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Maria Sachs |
| **CHAIRPERSON:** | |
| **TREASURER:** | |
| **ADDRESS:** | 14812 South Military Trail Delray Beach, FL 33445 |
| **PHONE #:** | |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Maria Sachs |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |

**HRP FORM #0141**




# PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** — **DATE:** 9-20-12

| | |
|---|---|
| BUYER: | Bob Dudley |
| AGENCY: | Dudley Media |
| ADDRESS: | 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: | 215 923 8812 |
| FAX #: | |
| OTHER: | |

**AVAILS FOR**

| | |
|---|---|
| COMMITTEE: | Frank Bruno |
| CHAIRPERSON: | |
| TREASURER: | |
| ADDRESS: | Po Box 2005 Daytona Beach, FL 32115 |
| PHONE #: | 386 341 2021 |
| FAX #: | |
| OTHER: | |

**FOR**

| | |
|---|---|
| CANDIDATE: | Frank Bruno |
| OFFICE: | State Senate |
| PARTY: | Democrat |

| | |
|---|---|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |

HRP FORM #0141




## PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Chris Smith |
| **CHAIRPERSON:** | |
| **TREASURER:** | |
| **ADDRESS:** | 1740 Northwest 3rd court Fort Lauderdale, FL 33311 |
| **PHONE #:** | |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Chris Smith |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |

**HRP FORM #0141**